## JAMES A. FIKANY

*Discovered by* Mrs. Eleanor Roosevelt

*Mr. Fikany and his remarkable shoes were written up in leading papers and magazines all over the United States by Walter Winchell, Jim Carter, George Ross, Time, Life, and Look Magazines and many others. Thousands of women have had unbelievable comfort wearing Fikany Shoes—Why not convince yourself.*

GENUINE CURTEICH-CHICAGO "C.T. ART-COLORTONE" POST CARD (REG. U.S. PAT. OFF.)

PLACE
ONE CENT
STAMP
HERE

1B-H96

POST CARD

# *New* ADJUSTABLE ARCH *Footwear*

BRINGS UNBELIEVABLE COMFORT TO THOUSANDS OF WOMEN

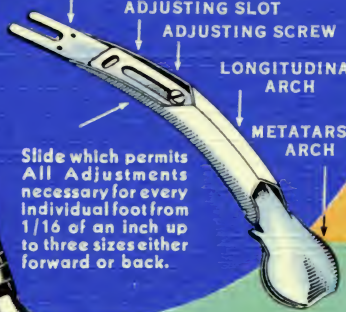
ANCHORED TO HEEL
ADJUSTING SLOT
ADJUSTING SCREW
LONGITUDINAL ARCH
METATARSAL ARCH
Slide which permits All Adjustments necessary for every individual foot from 1/16 of an inch up to three sizes either forward or back.

*DIAGRAM OF THE ADJUSTABLE ARCH*

You can raise it, lower it, lengthen it, shorten it!

LOOK SO SMART • FEEL SO DIFFERENT!

*WITH THE BUILT-IN ARCH THAT YOU ADJUST TO YOUR OWN INDIVIDUAL NEEDS*

*Fikany*

**ADJUSTABLE ARCH SHOES**